

Exporting to the Nordics - 2020





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28 years of trade and investment work between Europe & North America



Norwegian American
Educated in Norway
Work experience:
Norway – Drammen Office
Rystad Energy
Project Help
Midgard Audio
Norse



Helsinki Business Hub
Invest in Denmark
Copenhagen Capacity
Aalborg University
Skaraborg, Sweden
Skaane, Sweden

- 1. Current Coronavirus Situation in Nordics**
- 2. Why the Nordics**
- 3. Conducting Export Services during the crisis**
- 4. Q&A**

Coronavirus Situation in the Nordics

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Nordic Overview

Sweden

Cases: 76,492

Deaths 5,572

Denmark

Cases: 13,293

Deaths 610

Norway

Cases: 9,011

Deaths 253

Finland

Cases: 7,296

Deaths 328

Source: RKI Germany

Nordic Profiles

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Nordic Overview

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US is a top investor in the Nordics

Total population: 25 million

Common culture

Nordic language/Finnish

EU Members – Not Norway

NATO – Norway & Denmark

**Currencies: DKK, SEK, NOK
& Finland- Euro**

Stable political environment

Connection with nature

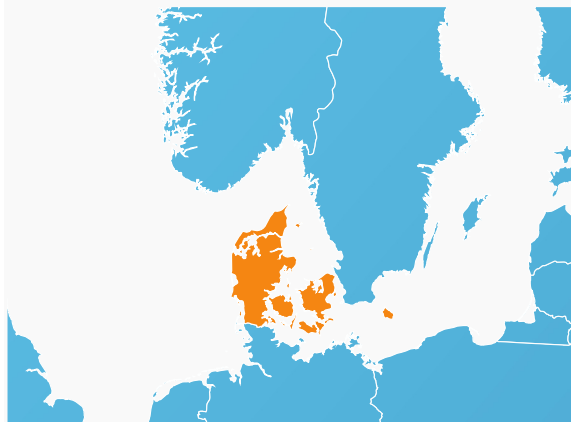
Excellent test market

Wealthy region

PM&P

Denmark

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Population: 5.8 Million
Growth: 0.34%
Unemployment: 4.98%
Currency: Danish Krone
USD Exchange: \$0.15



Denmark has the 2nd lowest corporate tax rate in the European Union.

GDP: \$347 Billion

Per Capita Income: \$61,390



14+ Colleges/Universities:

- University of Copenhagen
- Aarhus University
- Technical University of Denmark



INFRASTRUCTURE: Ferry Services, Road and Rail Networks, Highways, Airports

28 Runway airports

45,000 + miles of highway



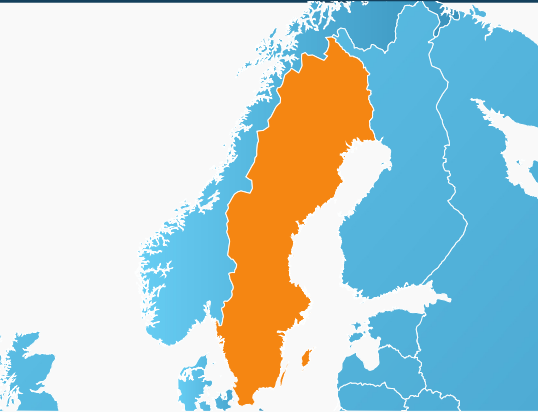
Main Industries:

- CleanTech
- Tech
- Life Sciences
- Food
- Maritime
- Design & Innovation

All Data Figures are for year-end 2018

Sweden

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Population: 10.23 Million
Growth: 0.7%
Unemployment: 6.35%
Currency: Swedish Krone
USD Exchange: \$0.11



“Capital gain taxes were abolished in 2003 to further attract FDI”

GDP: \$551 Billion

Per Capita Income: \$54,030



INFRASTRUCTURE: Road and Rail Networks, Highways, Airports

12,821 + km of Rail
Road Track

3,400 + available buses

46.5% of all power is generated by hydro-electricity



30+ Colleges/Universities:

- Uppsala University
- Stockholm University



Main Industries:

- Automotive/Smart Transport
- Life Sciences
- Smart Cities
- New Materials
- Services
- IT/Tech

All Data Figures are for year-end 2018

Norway

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Population: 5.4 Million
Growth: 0.77%
Unemployment: 4.2%
Currency: Norwegian Krone
USD Exchange: \$0.10



2nd highest GDP per capita in Europe

“Norway is very rich in resources like oil and gas, as well as marine resources”

GDP: **\$434 Billion**

Per Capita Income: **\$68,310**



INFRASTRUCTURE: Airports, International Shipping Ports, Completely digitalized telephone network

58 Paved Runway airports



14+ Colleges/Universities:

- University of Copenhagen
- Aarhus University
- Technical University of Denmark



Main Industries:

- Maritime
- Oil & Gas
- Renewable Energies
- CleanTech
- Life Sciences
- Electric Mobility

All Data Figures are for year-end 2018

PM&P

Finland

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Population: 5.5 Million
Growth: 0.7%
Unemployment: 8.64%
Currency: Euro
USD Exchange: \$1.12



GDP: \$276.7 Billion
Per Capita Income: \$48,850



10+ Multidisciplinary Universities:

University of Finland



INFRASTRUCTURE: Road and Rail
Networks, Highways, Airports

50,000 + miles of highway

3,500 + miles of rail

23 Seaports open all year



Main Industries:

- CleanTech
- Logistics
- Real Estate
- Maritime
- Mining
- Retail
- IT
- Life Sciences

All Data Figures are for year-end 2018

Export Activities

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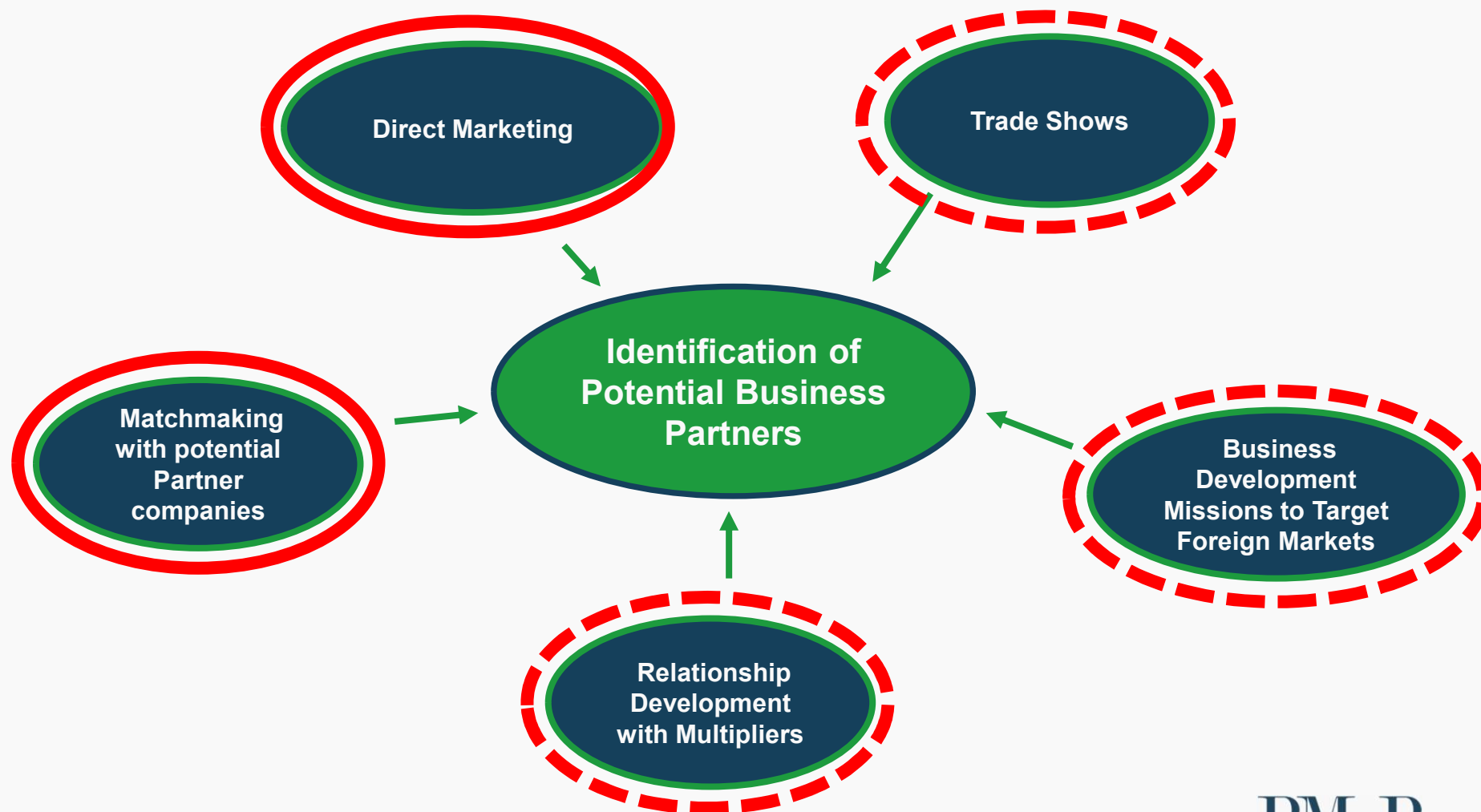


Export Development Steps

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1. **Introductory call**
2. **Company/product analysis**
3. **Target market research**
4. **Client/partner identification**
5. **Review market research and prospects with DE company**
6. **Define pitch and any custom elements**
7. **Target outreach and qualification**
8. **Collect feedback and share with DE company**
9. **Schedule meeting – tel. , video conf., site visit**
10. **Provide post meeting support is required**

Export activities during the Coronavirus Pandemic¹³



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